

**Computerized Reward System For Encouraging
Participation In A Health Management Program**

ABSTRACT

5 A computerized reward system which encourages an individual's
participation in a health management system includes a script
generating means for generating a health management script, a
script assignment means for assigning a health management
script to the individual, a monitoring means for collecting
10 data on the individual's compliance, a memory means for
storing the compliance data, an evaluation means for
comparing the compliance data to evaluation criteria to
determine if the patient is compliant, and a reward to be
given to the compliant individual. The individual's
15 compliance is evaluated by his or her answers to the health
management script. Each health management script program can
be custom made for each individual. The different monitoring
means possible which the individual can use include a
remotely programmable apparatus, an interactive telephone
20 call, and a multimedia processor. The rewards include a
coupon and an electronic reward credited to the individual's
data card or personal account at a store.